

Using Social Media to Drive Earned Media Coverage

[Doug Simon](#), President & CEO of [D S Simon](#), and [Greg Galant](#), CEO of Sawhorse Media, discuss how using social media can drive earned media coverage of your content. Greg also provides background on the Shorty Awards and Muck Rack.

Greg's VlogViews:

“Even if all you care about is getting something on the front page of the Wall Street Journal, you have to integrate social media because a journalist – and you know I saw you guys had these stats and we’ve seen it too – they use social media to figure out what they are going to write about. They’re on social media mostly Twitter, Facebook to a large degree and other social platforms to a lesser degree, constantly monitoring what’s being said: what are their colleagues up to, what are their sources up to and that’s what’s going to determine what’s in print, what’s on TV, what on the radio.”

“It’s great to see the statistics really back up what we’ve seen firsthand. When people think about social media, they generally think: we are going to do PR the way we’ve always done it then were going to have our social media department and they are going to tweet out from our handle and post a Facebook for us and that’s that, but really social media has changed the entire way the news business work and the way that journalist work.”

“Journalist are experts at figuring out what’s fluff and what’s real. I think every internet user is getting much more discerning because they are exposed to. I think we are going to continue to see internet user just get more sophisticated about what they’re going to click on and what they’re going to

read.”

//